



Workshop 5 Agenda

April 4, 2016

4-6:30pm

Time (mins)	Agenda	Leading
30	Welcome, Agenda Overview, & Workshop 5 Objectives Updates from the interim; focus area goals impact; EEC update; Xcel Energy support options	Facilitation Team, EEC
80	Focus Area Group Work Refine strategies and goals; build implementation timeline; discuss next steps and communication during implementation <i>Take 10 minute break as needed</i>	Energy Action Team
40	Transition to Implementation Journey through the Partners in Energy planning process; Energy Action Plan; implementation commitments; next steps	Facilitation Team, Energy Action Team

Welcome and Overview

Welcome to Workshop 5 of Partners in Energy. Today we will:

- Finalize decisions the group will make
- Mostly work in small groups working out details
- Come back together to discuss next steps

Partners in Energy is a two-year process; the planning phase is a milestone, but the bulk of Partners in Energy is implementation. Xcel Energy resources for implementation include:

- Marketing/communications support
- Data tracking/measurement
- Program expertise
- Project management

Interim updates:

- Thank you for taking the time to review and provide comments on the draft Energy Action Plan.



- Edina's GHG goals span broad sectors, but the work this group does has really been electricity focused. Between workshops 4 and 5, a group has requested to clearly call this out in the plan.

Comments:

- As part of this, can we have a broader plan? We can have a parallel effort to address other sectors
 - We would like a paragraph in there to state that and make that clear.
 - On the City facilities planning side, Ross included strategies for all GHG emissions
 - When we bring this forward to council, there's a lot of expectations around what this piece will do on the GHG side. Needs to be clear that other pieces will come after this.
- Between workshops 4 and 5, a group identified conflict around the schools focus area, and suggested moving it to more of an invitation to partner with the schools. The schools focus area group met in the interim to discuss it, and is on board with this recommendation.

Comments:

- When we updated the EEC, they had a strong reminder that the school district has its own jurisdiction. We can't order the schools to do anything in terms of curriculum, etc. Members of the EEC weren't comfortable with the focus area.
- The schools are doing a lot to be proud of in energy efficiency already.
- We would like to include a list of the projects the schools have done already and their plans for projects going forward in the plan.
- Would like to make an open invitation for the schools to continue to collaborate.
- We should make sure the schools are aware of the resources and support available so they can improve efficiency, and know that the City is on board.

EEC Update from Sarah Zarrin

- The EEC met with City Council on March 15.
- We are here today to make a plan with targets. We want our actions to put a dent in our GHG emissions. An energy baseline is necessary to measure success.
- Electricity is the top GHG contributor. The best thing for us to be doing right now is focusing on electricity, then gas. Within that, businesses are a huge contributor. Businesses should be a high priority. The top 20% of businesses have a huge contribution, and we need to target them.
- Renewable energy brings a reduction also, in addition to efficiency
- The EEC has a working group—an Energy group. As part of the energy group, there's residential, business, and City operations. All members of this planning are welcome to join the group as a volunteer to help implementation.

Baseline Data

- We have provided a refreshed 2014 energy baseline, which breaks out municipal and schools energy use.
- We'll be able to track Edina community-wide energy use, as well as individualized tracking for each focus area.



- Based on your goals, we have calculated out incremental energy savings.
- The business energy focus area needs to finalize a goal. Although the three year average savings is 1.8%, year over year, that savings is trending down. One goal would be to work to maintain that average savings of 1.8%.
- The wedge diagram shows baseline community electricity usage, and the impact of your outlined goals. This shows that you will be significantly beating your 30% reduction goal in the electricity sector.

Comments:

- Is this intensity?
 - No.
- Can you show a graph with all of the sectors? The data could come from Regional Indicators.
- Need to make clear that the graph is only electricity reduction of 30%
- On the Y axis is it possible to say GHG rather than CO2?
- Q: Does this graph include population growth?
 - There are assumptions around population growth embedded. The top line includes ongoing saving from current program participation in the community and population growth, and is fairly flat.
- We can provide a spreadsheet for you to work with after the plan is wrapped up.

Focus Area Group Work

The focus area small groups will work to finalize goals, talk about community resources, clarify strategies, discuss community roles, work on a timeline, and discuss ongoing communication expectations.

- Each focus area will have multiple strategies.
- Although we don't know everything tonight that will make this plan successful, it's good to get high level actions down on a timeline.
- It will be key to consider how you will contribute going forward.
- Three groups: Residential, Business, and Windsource®

Comments:

- Windsource® should be included in residential and business, not on its own
- Recommendation to include renewable options in the business group, and roll the residential goals and strategies into the residential group



The group split up into two focus area small groups: Residential Information Campaign, and Business.



Transition to Implementation

This group has done a lot of great work throughout these planning workshops.

- Many of you had the opportunity to read the draft Energy Action Plan distributed before this workshop. We will incorporate your comments and small group work from tonight into the draft.
- In the next 2-3 weeks, it will be good to wrap up additional meetings with the focus area groups. We'll plan to send an updated Energy Action Plan draft for your review then.
- A potential plan review and approval for the EEC and City Council could be the EEC meeting on May 12, and the following City Council meeting on June 7. We will work with you to complete the Energy Action Plan, and coordinate these meetings with the EEC and City Council when the plan is ready for their review.

Group Question: How will you continue to support this plan?

- Yvonne Pfeiffer: I will continue to be a resource.
- Carolyn Jackson: I will contribute anything I can.
- Rick Murphy: I will create the discussion in the business groups I'm already a part of.
- Ross Bintner: I will scribble out grant applications to provide funding.
- Sarah Zarrin: This plan needs resources beyond volunteers. I will bring in others from the EEC and advocate for City resources.
- Curt Johnason: I will volunteer the information that I can and show the improvements of schools projects.
- Roy Jenson: I am still figuring out how I will stay involved. This plan needs boots on the ground (not volunteer work).
- Tami Gunderzik: I will coordinate what resources Xcel can bring forward, help track progress, and do cheerleading on great job.
- Kyle Sawyer: I will support this effort in any way, and could volunteer outside of work.
- Kevin Schwain: I will provide knowledge around what is coming down the pipe and contribute to fleshing out the strategy we started today.
- Rozy Eastaugh: I will connect with school administration so that our effort engages people from all levels.
- Richard Manser: I will work with the City on how suggestions and ideas can gain traction in City so it becomes routine on how city operates.

SWOT Analysis and Kick-Off Event

- A SWOT analysis is an important tool, and can help ensure that we're leveraging strengths and opportunities in the plan and during plan implementation. It also helps to identify weaknesses and threats that will be good to address directly.
- There isn't enough time to work on this today.
- Is there interest in a kick-off celebration once the plan is finalized and we are starting implementation?
 - It would be a good opportunity to do a SWOT
 - This could be a time for the focus area small groups to present their work



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Plan Name and Logo

- Many communities create a visual identity for their plan and use it in implementation to tie efforts together.
- Is this something the group is interested in?
 - Comment: Seems important to tie it all together, especially with the information campaign
- There is an existing logo for Edina Go Green. Is this something that could be used?
 - Comment: This would need to be re-worked
 - Comment: There is existing branding ready for Edina Emerald Energy Program. Potentially this could be leveraged.
 - The facilitation team will follow up with Ross Bintner and Sarah Zarrin on plan branding.

Next Steps:

- The Edina energy forum is coming up! A Smart Energy Future: Environmental Forum. It will be at 6pm at Edina High School on 4/14/16.
- There will be follow-up meetings as discussed in your small groups.
- We will distribute and updated Energy Action Plan draft for your comments.
- Email Sarah Klauer (sklauer@mncee.org) with any questions.

